

Message Text

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ORIGIN USIA-09

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DRAFTED BY:USIA/IEE:RTCOONROD

APPROVED BY:EUR/EX:HGEISEL

EUR/EE:JDENNIS EUR/EE:DMILLER USDOC/JEBLAN

USIA/ICS/E:DPAUL USIA/IEE:GDMALONE

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FM SECSTATE WASHDC

TO AMEMBASSY SOFIA

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E.O. 11652: N/A

SUBJECT: CONCEPT OF US EXHIBIT AT PLOVDIV 1975

REF: SOFIA 271-C

1. WE APPRECIATE SUGGESTIONS CITED REFTEL. WITHIN LIMITATIONS (CITED PARA 2 BELOW) WE WILL MAINTAIN FLEXIBILITY. USDOC PLANS MEANINGFUL COMMERCIAL EXHIBIT WITH UP TO 20 EXHIBITORS. USIA PORTION OF EXHIBIT WILL CONCENTRATE ON NEW DEVELOPMENTS IN THE FOOD PROCESSING INDUSTRY WHICH, WHILE NOT YET STANDARD, REFLECT INDUSTRY TRENDS. WE THINK THIS IS A LOGICAL AND USEFUL ADJUNCT TO THE COMMERCIAL DISPLAY. THE EMPHASIS IS NOT ON "IMAGE" BUT THE EXHIBIT DOES, AS IT MUST, INCLUDE ELEMENTS WHICH WE HOPE WILL BE OF INTEREST TO THE SOME 200,000 VISITORS EXPECTED TO VISIT THIS YEAR'S PAVILION. WE SOLICIT ASAP SPECIFIC COMMENT ON THE EXHIBIT SUGGESTIONS INCLUDED IN DESCRIPTIVE ESSAY SENT OFFICIAL AIR FEBRUARY 14.

2. LIMITATIONS ON FLEXIBILITY: A. AS IS NOTED IN USIA/DOC AGREEMENT DELIVERED BY PLANIGAN, COMMERCIAL EXHIBITORS, AS PART
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OF THEIR FEE, WILL BE PROVIDED CERTAIN FACILITIES (EG. CLOSING

SPACES). THE EXHIBIT DESIGN MUST ACCOMMODATE THESE REQUIREMENTS
WITHIN THE OVERALL SPACE ALLOCATION. B. TO INSURE THAT EXHIBIT

CONSTRUCTION COSTS DO NOT EXCEED BUDGETARY LIMITATIONS, THE
CONSTRUCTION CONTRACT, WHICH WILL BE AWARDED IN EARLY JUNE, WILL
PERMIT ONLY MINOR MODIFICATIONS IN DESIGN.

3. EXPECT TO KNOW SHORTLY WHETHER DOME WILL BE AVAILABWE.

DECONTROL JULY 1, 1975. KISSINGER

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